Super Suds... *New Wonder Detergent with Expensive "Lournay"*

MELMAC® *Dinnerware*

inside every package

Fashioned for Gracious Living.

You will be assured of good taste and elegance at all times when you set your table with "Lournay" Melmac Quality Dinnerware. For family dinners or important guests Melmac is irresistibly beautiful and has a one year guarantee against breaking, cracking and chipping. Beautiful pastel shades and smartly styled in the gracious "Lournay" pattern, Melmac Quality Dinnerware is in all sizes of New Super Suds. Five pastel colours... start your set *today*.

Guaranteed Break-Resistant

MELMAC® Quality Dinnerware is guaranteed break-resistant for one year or we will replace it for you.

Melmac is quality molded dinnerware, but not all molded dinnerware is Melmac. When you see the Melmac name on the back of dinnerware you can be assured that you are getting the very best.

® REGISTERED TRADE MARK CYANAMID OF CANADA LIMITED

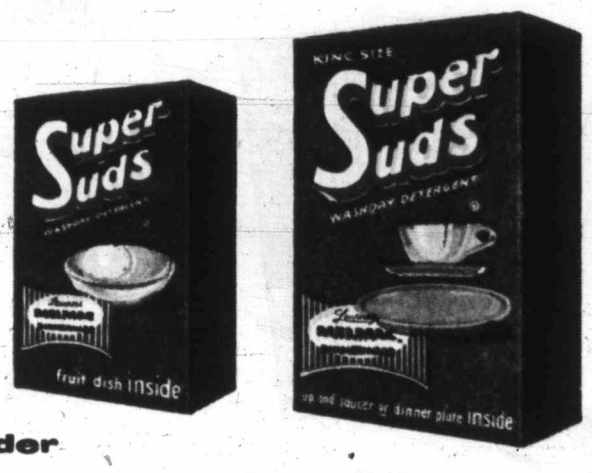
Super Suds New, Exclusive Formula

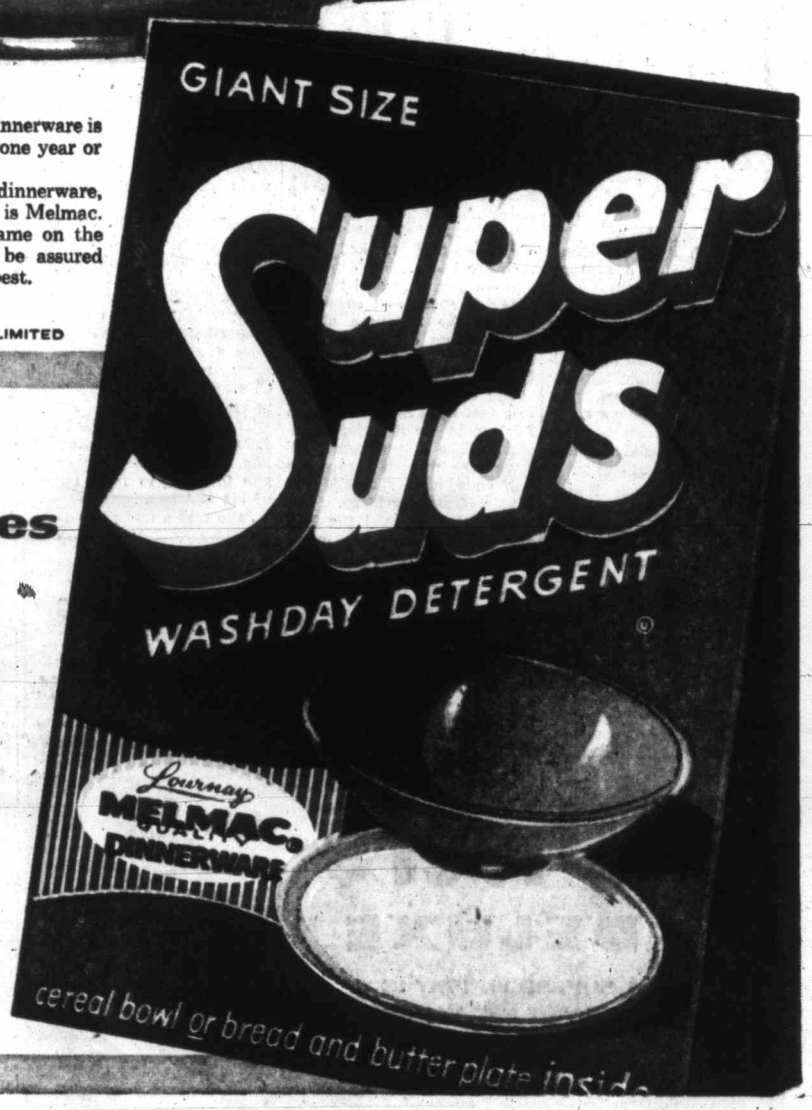
Guarantees you Cleaner, Whiter washes

Yes, New Super Suds — the wonder detergent — gives you the cleanest, whitest wash possible. No ordinary detergent can match it!

Many products simply attack surface dirt. But New Super Suds digs down **deep**, to get **all** your clothes cleaner and whiter than ever before. Hard-to-get-at spots like collars and cuffs come **really** clean when you wash them with New Super Suds.

So next washday, be sure **your** family has the cleanest, whitest clothes possible. Use New Super Suds, the miracle detergent.





***New* super washday wonder**